TvB

TRENDS
IN GNP
AD VOLUME
TV AD VOLUME

1960-1995

Prepared by the Research Department

October 1987

Television Bureau of Advertising, Inc. · 477 Madison Avenue · New York, NY 10022

GROSS NATIONAL PRODUCT
TOTAL AD VOLUME AND TELEVISION AD VOLUME 1960-1995

	GNP		Ad Volume			TV Ad Volume		
	Billions	% Change	Millions	% Change	% of GNP	Millions	% Change	% of Ad Vol.
1960	$515.3	5.6	$11,960	6.1	2.32	$1,627	6.4	13.6
1961	533.8	3.6	11,860	-0.8	2.22	1,691	3.9	14.3
1962	574.6	7.6	12,430	4.8	2.16	1,897	12.2	15.3
1963	606.9	5.6	13,100	5.4	2.16	2,032	7.1	15.5
1964	649.8	7.1	14,150	8.0	2.18	2,289	12.6	16.2
1965	705.1	8.5	15,250	7.8	2.16	2,515	9.9	16.5
1966	772.0	9.5	16,630	9.0	2.15	2,823	12.2	17.0
1967	816.4	5.8	16,870	1.4	2.07	2,909	3.0	17.2
1968	892.7	9.3	18,090	7.2	2.03	3,231	11.1	17.9
1969	963.9	8.0	19,420	7.4	2.01	3,585	11.0	18.5
1970	1,015.5	5.4	19,550	0.7	1.93	3,596	0.3	18.4
1971	1,102.7	8.6	20,700	5.9	1.88	3,534	-1.7	17.1
1972	1,212.8	10.0	23,210	12.1	1.91	4,091	15.8	17.6
1973	1,359.3	12.1	24,980	7.6	1.84	4,460	9.0	17.9
1974	1,472.8	8.3	26,620	6.6	1.81	4,851	8.8	18.2
1975	1,598.4	8.5	27,900	4.8	1.75	5,263	8.5	18.9
1976	1,782.8	11.5	33,300	19.4	1.87	6,721	27.7	20.2
1977	1,990.5	11.7	37,440	12.4	1.88	7,612	13.3	20.3
1978	2,249.7	13.0	43,330	15.7	1.93	8,955	17.6	20.7
1979	2,508.2	11.5	48,780	12.6	1.94	10,154	13.4	20.8
1980	2,732.0	8.9	53,550	9.8	1.96	11,416	12.4	21.3
1981	3,052.6	11.7	60,430	12.8	1.98	12,764	11.8	21.1
1982	3,166.0	3.7	66,580	10.2	2.10	14,489	13.5	21.8
1983	3,405.7	7.6	75,850	13.9	2.23	16,489	13.8	21.7
1984	3,772.2	10.8	87,820	15.8	2.33	19,528	18.4	22.2
1985	4,010.3	6.3	94,750	7.9	2.36	20,543	5.2	21.7
1986	4,235.0	5.6	102,140	7.8	2.41	22,264	8.4	21.8
1987	4,485.1	5.9	109,830	7.5	2.45	23,544	5.7	21.4
1988	4,802.4	7.1	120,260	9.5	2.50	26,340	11.9	21.9
1989	5,220.0	8.7	132,290	10.0	2.53	28,619	8.7	21.6
1990	5,523.0	5.8	144,860	9.5	2.62	31,787	11.1	21.9
1991	5,915.0	7.1	159,640	10.2	2.70	34,620	8.9	21.7
1992	6,418.0	8.5	178,160	11.6	2.78	38,779	12.0	21.8
1993	6,944.0	8.2	195,260	9.6	2.81	42,068	8.5	21.5
1994	7,326.0	5.5	212,830	9.0	2.91	46,574	10.7	21.9
1995	7,824.0	6.8	233,470	9.7	2.98	50,407	8.2	21.6

TELEVISION AD VOLUME 1960-1995

	Network			Spot			Local			Nat'l. Syn.		
	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV
1960	$820	5.7	50.4	$527	8.4	32.4	$280	4.9	17.2	$--	--	--
1961	887	8.2	52.5	548	4.0	32.4	256	-8.6	15.1	--	--	--
1962	976	10.0	51.4	629	14.8	33.2	292	14.1	15.4	--	--	--
1963	1,025	5.0	50.4	698	11.0	34.4	309	5.8	15.2	--	--	--
1964	1,132	10.4	49.5	806	15.5	35.2	351	13.6	15.3	--	--	--
1965	1,237	9.3	49.2	892	10.7	35.5	386	10.0	15.3	--	--	--
1966	1,393	12.6	49.3	988	10.8	35.0	442	14.5	15.7	--	--	--
1967	1,455	4.5	50.0	988	0.0	34.0	466	5.4	16.0	--	--	--
1968	1,523	4.7	47.1	1,131	14.5	35.0	577	23.8	17.9	--	--	--
1969	1,678	10.2	46.8	1,253	10.8	35.0	654	13.3	18.2	--	--	--
1970	1,658	-1.2	46.1	1,234	-1.5	34.3	704	7.6	19.6	--	--	--
1971	1,593	-3.9	45.1	1,145	-7.2	32.4	796	13.1	22.5	--	--	--
1972	1,804	13.2	44.1	1,318	15.1	32.2	969	21.7	23.7	--	--	--
1973	1,968	9.1	44.1	1,377	4.5	30.9	1,115	15.1	25.0	--	--	--
1974	2,145	9.0	44.2	1,495	8.6	30.8	1,211	8.6	25.0	--	--	--
1975	2,306	7.5	43.9	1,623	8.6	30.8	1,334	10.2	25.3	--	--	--
1976	2,857	23.9	42.6	2,154	32.7	32.0	1,710	28.2	25.4	--	--	--
1977	3,460	21.1	45.4	2,204	2.3	29.0	1,948	13.9	25.6	--	--	--
1978	3,975	14.9	44.4	2,607	18.3	29.1	2,373	21.8	26.5	--	--	--
1979	4,599	15.7	45.3	2,873	10.2	28.3	2,682	13.0	26.4	--	--	--
1980	5,130	11.5	45.0	3,269	13.8	28.6	2,967	10.6	26.0	50	--	0.4
1981	5,575	8.7	43.7	3,746	14.6	29.3	3,368	13.5	26.4	75	50.0	0.6
1982	6,210	11.4	42.9	4,364	16.5	30.1	3,765	11.8	26.0	150	100.0	1.0
1983	7,017	13.0	42.5	4,827	10.6	29.3	4,345	15.4	26.4	300	100.0	1.8
1984	8,526	21.5	43.7	5,488	13.7	28.1	5,084	17.0	26.0	430	43.3	2.2
1985	8,285	-2.8	40.4	6,004	9.4	29.2	5,714	12.4	27.8	540	25.6	2.6
1986	8,570	3.4	38.5	6,570	9.4	29.5	6,514	14.0	29.3	610	13.0	2.7
1987	8,915	4.0	37.9	6,964	6.0	29.6	6,905	6.0	29.3	760	24.6	3.2
1988	9,895	11.0	37.6	7,730	11.0	29.3	7,800	13.0	29.6	915	20.4	3.5
1989	10,261	3.7	35.8	8,526	10.3	29.8	8,806	12.9	30.8	1,026	12.1	3.6
1990	11,020	7.4	34.7	9,549	12.0	30.0	10,048	14.1	31.6	1,170	14.0	3.7
1991	11,935	8.3	34.5	10,313	8.0	29.8	11,043	9.9	31.9	1,329	13.6	3.8
1992	13,129	10.0	33.8	11,551	12.0	29.8	12,600	14.1	32.5	1,499	12.8	3.9
1993	13,405	2.1	31.9	12,764	10.5	30.3	14,213	12.8	33.8	1,686	12.5	4.0
1994	14,276	6.5	30.7	14,245	11.6	30.6	16,174	13.8	34.7	1,879	11.4	4.0
1995	15,332	7.4	30.5	15,328	7.6	30.4	17,662	9.2	35.0	2,085	11.0	4.1

Source: GNP, U.S. Department of Commerce 1960-86.
Ad Volume, McCann-Erickson 1960-88.
TV Ad Volume, McCann-Erickson 1960-86.
All Other figures are TvB estimates.

Projections: 1989-95 were derived by a (5-3-1) weighted average of the percent change of the last three similar years in the quadrennial cycle, with the most recent year weighted by 5. Ceilings were employed when warranted. National Syndication projections were done separately.

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	GNP		Ad Volume			TV Ad Volume		
	Billions	% Change	Millions	% Change	% of GNP	Millions	% Change	% of Ad Vol.
1960	$515.3	5.6	$11,960	6.1	2.32	$1,627	6.4	13.6
1961	533.8	3.6	11,860	-0.8	2.22	1,691	3.9	14.3
1962	574.6	7.6	12,430	4.8	2.16	1,897	12.2	15.3
1963	606.9	5.6	13,100	5.4	2.16	2,032	7.1	15.5
1964	649.8	7.1	14,150	8.0	2.18	2,289	12.6	16.2
1965	705.1	8.5	15,250	7.8	2.16	2,515	9.9	16.5
1966	772.0	9.5	16,630	9.0	2.15	2,823	12.2	17.0
1967	816.4	5.8	16,870	1.4	2.07	2,909	3.0	17.2
1968	892.7	9.3	18,090	7.2	2.03	3,231	11.1	17.9
1969	963.9	8.0	19,420	7.4	2.01	3,585	11.0	18.5
1970	1,015.5	5.4	19,550	0.7	1.93	3,596	0.3	18.4
1971	1,102.7	8.6	20,700	5.9	1.88	3,534	-1.7	17.1
1972	1,212.8	10.0	23,210	12.1	1.91	4,091	15.8	17.6
1973	1,359.3	12.1	24,980	7.6	1.84	4,460	9.0	17.9
1974	1,472.8	8.3	26,620	6.6	1.81	4,851	8.8	18.2
1975	1,598.4	8.5	27,900	4.8	1.75	5,263	8.5	18.9
1976	1,782.8	11.5	33,300	19.4	1.87	6,721	27.7	20.2
1977	1,990.5	11.7	37,440	12.4	1.88	7,612	13.3	20.3
1978	2,249.7	13.0	43,330	15.7	1.93	8,955	17.6	20.7
1979	2,508.2	11.5	48,780	12.6	1.94	10,154	13.4	20.8
1980	2,732.0	8.9	53,550	9.8	1.96	11,416	12.4	21.3
1981	3,052.6	11.7	60,430	12.8	1.98	12,764	11.8	21.1
1982	3,166.0	3.7	66,580	10.2	2.10	14,489	13.5	21.8
1983	3,405.7	7.6	75,850	13.9	2.23	16,489	13.8	21.7
1984	3,772.2	10.8	87,820	15.8	2.33	19,518	18.4	22.2
1985	4,010.3	6.3	94,750	7.9	2.36	20,523	5.1	21.7
1986	4,235.0	5.6	102,140	7.8	2.41	22,254	8.4	21.8
1987	4,484.3	5.9	109,860	7.6	2.45	23,195	4.2	21.1
1988	4,711.4	5.1	119,720	9.0	2.54	25,950	11.9	21.7
1989	5,051.0	7.2	131,690	10.0	2.61	28,196	8.7	21.4
1990	5,344.0	5.8	144,200	9.5	2.70	31,320	11.1	21.7
1991	5,723.0	7.1	158,910	10.2	2.78	33,867	8.1	21.3
1992	6,135.0	7.2	176,870	11.3	2.88	37,934	12.0	21.4
1993	6,577.0	7.2	193,850	9.6	2.95	41,154	8.5	21.2
1994	6,939.0	5.5	211,300	9.0	3.05	45,560	10.7	21.6
1995	7,404.0	6.7	231,800	9.7	3.13	48,895	7.3	21.1

TELEVISION AD VOLUME 1960-1995

	Network			Spot			Local			Nat'l. Syn.		
	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV
1960	$820	5.7	50.4	$527	8.4	32.4	$280	4.9	17.2	$--	--	--
1961	887	8.2	52.5	548	4.0	32.4	256	-8.6	15.1	--	--	--
1962	976	10.0	51.4	629	14.8	33.2	292	14.1	15.4	--	--	--
1963	1,025	5.0	50.4	698	11.0	34.4	309	5.8	15.2	--	--	--
1964	1,132	10.4	49.5	806	15.5	35.2	351	13.6	15.3	--	--	--
1965	1,237	9.3	49.2	892	10.7	35.5	386	10.0	15.3	--	--	--
1966	1,393	12.6	49.3	988	10.8	35.0	442	14.5	15.7	--	--	--
1967	1,455	4.5	50.0	988	0.0	34.0	466	5.4	16.0	--	--	--
1968	1,523	4.7	47.1	1,131	14.5	35.0	577	23.8	17.9	--	--	--
1969	1,678	10.2	46.8	1,253	10.8	35.0	654	13.3	18.2	--	--	--
1970	1,658	-1.2	46.1	1,234	-1.5	34.3	704	7.6	19.6	--	--	--
1971	1,593	-3.9	45.1	1,145	-7.2	32.4	796	13.1	22.5	--	--	--
1972	1,804	13.2	44.1	1,318	15.1	32.2	969	21.7	23.7	--	--	--
1973	1,968	9.1	44.1	1,377	4.5	30.9	1,115	15.1	25.0	--	--	--
1974	2,145	9.0	44.2	1,495	8.6	30.8	1,211	8.6	25.0	--	--	--
1975	2,306	7.5	43.9	1,623	8.6	30.8	1,334	10.2	25.3	--	--	--
1976	2,857	23.9	42.6	2,154	32.7	32.0	1,710	28.2	25.4	--	--	--
1977	3,460	21.1	45.4	2,204	2.3	29.0	1,948	13.9	25.6	--	--	--
1978	3,975	14.9	44.4	2,607	18.3	29.1	2,373	21.8	26.5	--	--	--
1979	4,599	15.7	45.3	2,873	10.2	28.3	2,682	13.0	26.4	--	--	--
1980	5,130	11.5	45.0	3,269	13.8	28.6	2,967	10.6	26.0	50	--	0.4
1981	5,575	8.7	43.7	3,746	14.6	29.3	3,368	13.5	26.4	75	50.0	0.6
1982	6,210	11.4	42.9	4,364	16.5	30.1	3,765	11.8	26.0	150	100.0	1.0
1983	7,017	13.0	42.5	4,827	10.6	29.3	4,345	15.4	26.4	300	100.0	1.8
1984	8,526	21.5	43.7	5,488	13.7	28.1	5,084	17.0	26.0	420	40.0	2.2
1985	8,285	-2.8	40.4	6,004	9.4	29.3	5,714	12.4	27.8	520	23.8	2.5
1986	8,570	3.4	38.5	6,570	9.4	29.5	6,514	14.0	29.3	600	15.4	2.7
1987	8,785	2.5	37.9	6,845	4.2	29.5	6,835	4.9	29.5	730	21.7	3.1
1988	9,750	11.0	37.5	7,600	11.0	29.3	7,725	13.0	29.8	875	19.9	3.4
1989	10,111	3.7	35.9	8,383	10.3	29.7	8,722	12.9	30.9	980	12.0	3.5
1990	10,859	7.4	34.6	9,389	12.0	30.0	9,952	14.1	31.8	1,120	14.3	3.6
1991	11,673	7.5	34.5	10,046	7.0	29.7	10,878	9.3	32.1	1,270	13.4	3.7
1992	12,840	10.0	33.8	11,252	12.0	29.7	12,412	14.1	32.7	1,430	12.6	3.8
1993	13,110	2.1	31.9	12,433	10.5	30.2	14,001	12.8	34.0	1,610	12.6	3.9
1994	13,962	6.5	30.6	13,875	11.6	30.5	15,933	13.8	35.0	1,790	11.2	3.9
1995	14,856	6.4	30.4	14,777	6.5	30.2	17,287	8.5	35.4	1,975	10.3	4.0

Source: GNP, U.S. Department of Commerce 1960-86.
Ad Volume, McCann-Erickson 1960-88.
TV Ad Volume, McCann-Erickson 1960-86.
All Other figures are TvB estimates.

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1960	$ 515.3	5.7	$ 11,960	6.1	2.32	$ 1,627	6.4	13.6
1961	533.8	3.6	11,860	-0.8	2.22	1,691	3.9	14.3
1962	574.6	7.6	12,430	4.8	2.16	1,897	12.2	15.3
1963	606.9	5.6	13,100	5.4	2.16	2,032	7.1	15.5
1964	649.8	7.1	14,150	8.0	2.18	2,289	12.6	16.2
1965	705.1	8.5	15,250	7.8	2.16	2,515	9.9	16.5
1966	772.0	9.5	16,630	9.0	2.15	2,823	12.2	17.0
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1968	892.7	9.3	18,090	7.2	2.03	3,231	11.1	17.9
1969	963.9	8.0	19,420	7.4	2.01	3,585	11.0	18.5
1970	1,015.5	5.4	19,550	0.7	1.93	3,596	0.3	18.4
1971	1,102.7	8.6	20,700	5.9	1.88	3,534	-1.7	17.1
1972	1,212.8	10.0	23,210	12.1	1.91	4,091	15.8	17.6
1973	1,359.3	12.1	24,980	7.6	1.84	4,460	9.0	17.9
1974	1,472.8	8.3	26,620	6.6	1.81	4,851	8.8	18.2
1975	1,598.4	8.5	27,900	4.8	1.75	5,263	8.5	18.9
1976	1,782.8	11.5	33,300	19.4	1.87	6,721	27.7	20.2
1977	1,990.5	11.7	37,440	12.4	1.88	7,612	13.3	20.3
1978	2,249.7	13.0	43,330	15.7	1.93	8,955	17.6	20.7
1979	2,508.2	11.5	48,780	12.6	1.94	10,154	13.4	20.8
1980	2,732.0	8.9	53,550	9.8	1.96	11,469	13.0	21.4
1981	3,052.6	11.7	60,430	12.8	1.98	12,846	12.0	21.3
1982	3,166.0	3.7	66,580	10.2	2.10	14,636	13.9	22.0
1983	3,405.7	7.6	75,850	13.9	2.23	16,759	14.5	22.1
1984	3,772.2	10.8	87,820	15.8	2.33	19,848	18.4	22.6
1985	4,014.9	6.4	94,750	7.9	2.36	21,022	5.9	22.2
1986	4,240.3	5.6	102,140	7.8	2.41	22,881	8.8	22.4
1987	4,526.7	6.8	109,650	7.4	2.42	23,904	4.5	21.8
1988	4,780.1	5.6	118,820	8.4	2.49	26,030	8.9	21.9
1989	5,079.8	6.3	127,730	7.5	2.51	27,277	4.8	21.4

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	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV
1960	$ 820	5.7	50.4	$ 527	8.4	32.4	$ 280	0.0	17.2
1961	887	8.2	52.5	548	4.0	32.4	256	-8.6	15.1
1962	976	10.0	51.4	629	14.8	33.2	292	14.1	15.4
1963	1,025	5.0	50.4	698	11.0	34.4	309	5.8	15.2
1964	1,132	10.4	49.5	806	15.5	35.2	351	13.6	15.3
1965	1,237	9.3	49.2	892	10.7	35.5	386	10.0	15.3
1966	1,393	12.6	49.3	988	10.8	35.0	442	14.5	15.7
1967	1,455	4.5	50.0	988	0.0	34.0	466	5.4	16.0
1968	1,523	4.7	47.1	1,131	14.5	35.0	577	23.8	17.9
1969	1,678	10.2	46.8	1,253	10.8	35.0	654	13.3	18.2
1970	1,658	-1.2	46.1	1,234	-1.5	34.3	704	7.6	19.6
1971	1,593	-3.9	45.1	1,145	-7.2	32.4	796	13.1	22.5
1972	1,804	13.2	44.1	1,318	15.1	32.2	969	21.7	23.7
1973	1,968	9.1	44.1	1,377	4.5	30.9	1,115	15.1	25.0
1974	2,145	9.0	44.2	1,495	8.6	30.8	1,211	8.6	25.0
1975	2,306	7.5	43.8	1,623	8.6	30.8	1,334	10.2	25.3
1976	2,857	23.9	42.5	2,154	32.7	32.0	1,710	28.2	25.4
1977	3,460	21.1	45.5	2,204	2.3	29.0	1,948	13.9	25.6
1978	3,975	14.9	44.4	2,607	18.3	29.1	2,373	21.8	26.5
1979	4,599	15.7	45.3	2,873	10.2	28.3	2,682	13.0	26.4
1980	5,130	11.5	44.7	3,269	13.8	28.5	2,967	10.6	25.9
1981	5,540	8.0	43.1	3,746	14.6	29.2	3,368	13.5	26.2
1982	6,144	10.9	42.0	4,364	16.5	29.8	3,765	11.8	25.7
1983	6,955	13.2	41.5	4,827	10.6	28.8	4,345	15.4	25.9
1984	8,318	19.6	41.9	5,488	13.7	27.7	5,084	17.0	25.6
1985	8,060	-3.1	38.3	6,004	9.4	28.6	5,714	12.4	27.2
1986	8,342	3.5	36.5	6,570	9.4	28.7	6,514	14.0	28.5
1987	8,500	1.9	35.6	6,846	4.2	28.6	6,833	4.9	28.6
1988	9,435	11.0	36.2	7,255	6.0	27.9	7,310	7.0	28.1
1989	9,625	2.0	35.3	7,545	4.0	27.7	7,750	6.0	28.4

TELEVISION AD VOLUME 1960-1989

	Nat'l. Syn.			Cable		
	Millions	% Chg.	% TV	Millions	% Chg.	% TV
1960	$ ---	--	--	$ ---	--	--
1961	---	--	--	---	--	--
1962	---	--	--	---	--	--
1963	---	--	--	---	--	--
1964	---	--	--	---	--	--
1965	---	--	--	---	--	--
1966	---	--	--	---	--	--
1967	---	--	--	---	--	--
1968	---	--	--	---	--	--
1969	---	--	--	---	--	--
1970	---	--	--	---	--	--
1971	---	--	--	---	--	--
1972	---	--	--	---	--	--
1973	---	--	--	---	--	--
1974	---	--	--	---	--	--
1975	---	--	--	---	--	--
1976	---	--	--	---	--	--
1977	---	--	--	---	--	--
1978	---	--	--	---	--	--
1979	---	--	--	---	--	--
1980	50	--	0.4	53	--	0.5
1981	75	50.0	0.6	117	120.8	0.9
1982	150	100.0	1.0	213	82.1	1.5
1983	300	100.0	1.8	332	55.9	2.0
1984	420	40.0	2.1	538	62.0	2.7
1985	520	23.8	2.5	724	34.6	3.4
1986	600	15.4	2.6	855	18.1	3.7
1987	762	27.0	3.2	963	12.6	4.0
1988	915	20.1	3.5	1,115	15.8	4.3
1989	1,052	15.0	3.9	1,305	17.0	4.8

Source: GNP, U.S. Department of Commerce 1960-87.
Ad Volume, MaCann-Erickson 1960-89.
TV Ad Volume, MaCann-Erickson 1960-87.
All other figures are TvB estimates.